

Supporting Communities to be Active

Place-based work in Cumbria

Barrow-in-Furness



BACKGROUND

Sport England are taking an approach to unite the sector in place-based work through a Place Universal offer which will support Active Partnerships to supercharge efforts to tackle inequality and inactivity.

Let's Move! – The approach to place-based working in Cumbria has four key aims, these are:

1. Increasing activity, so that more people feel the benefit of being active on a regular basis.
2. Decreasing inactivity, helping more people to start and maintain a relationship with activity.
3. Tackling inequality, removing the barriers that prevent people from being active.
4. Providing positive experiences for children and young people, so that lifelong activity habits can be formed.



The principles and approach to the Let's Move! work in Barrow-in-Furness will build on the learning and development of the Sport England Place Expansion approach in Maryport, Workington and Whitehaven. More information on the approaches taken can be accessed through the [Active Cumbria website](#) or via the QR code.

WHERE ARE WE WORKING?

This work in Barrow-in-Furness will be targeted to Barrow Central and the surrounding areas.



The Place Universal offer in Barrow-in-Furness will benefit from financial and capacity support through to at least March 2028.

WHAT WILL WE DO?

Let's Move! will deliver meaningful change by embedding physical activity into local systems, policies, and community infrastructure across Barrow-in-Furness. We aim to reduce inactivity, improve health outcomes, and address inequalities through:

-  **Collaboration and Networking** – Convening Spaces for partners to come together face to face on a bi-monthly basis. These sessions will adopt and build on the approaches taken to date in Cumbria, covering aspects such as:
 - Identify local themes and priorities.
 - Relationship building.
 - Creating solutions based on need.
 - Connectivity, future planning and horizon scanning.
 - Learning and Reflection.
-  **System Leadership** – Building a network of local leaders across sectors through specific training, events and communities of practice to develop skills for leading change. Fostering a collaborative environment where leaders at all levels feel empowered to lead change.
-  **Test and Learn Approaches** – Developing co-designed solutions with participants and partners to understand and overcome local challenges, tailoring interventions to meet the needs of the community.
-  **System Change** – Recognising the importance of system change, and that the way organisations behave has the potential to make physical activity more accessible to more people. Efforts will be focused on working within and across organisations that deliver services in each place to connect them and raise the importance of physical activity.
-  **Evaluation and Learning** – A focus on understanding what works to get more people active, especially tackling inequalities through collaborative approaches.

LET'S MOVE! GUIDING PRINCIPLES

Let's Move! has an established a set of Guiding Principles, these being: -

- Do our plans help people become active?
- Have we involved local people in gaining insight and finding solutions?
- Have we considered the diversity of the local community?
- Do we understand what needs to be different to make a difference?
- Are we being bold and trying new things?
- Are we building capacity and strengthening delivery through collaboration and partnerships?
- Does this support a whole system approach?
- Are we building sustainability into our design and planning?
- Does this support a test, learn and share approach?



How can you get involved? To find out more please contact:

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